

Date

Entity

Dear \_\_\_\_\_

SUBJECT: Support for Delta-wide Branding, Including Signage and Visitor Center(s)

The Delta Protection Commission (DPC) was created in 1992 pursuant to the Delta Protection Act to oversee and promote the preservation and enhancement of agriculture, wildlife habitat, and recreational resources in the Delta.

In 1995 a Land Use and Resource Management Plan (Plan) for the Primary Zone was prepared and adopted by the Commission. The Plan sets out findings, policies, and recommendations resulting from background studies in the areas of environment, utilities and infrastructure, land use, agriculture, water, recreation and access, levees, and marine patrol/boater education/safety programs.

The rich cultural heritage and strong agricultural base of the Delta is recognized in the Plan as warranting preservation and recognition in public and private facilities, such as museums, within existing communities (Land Use Policy, P-1).

Also identified in the Plan is the importance of continuing and expanding the education of local populations about the value and rich heritage of agriculture in the State and in the Delta. Opportunities to provide information about various crops and about the different agricultural regions, including the Delta, should be developed and enhanced (Agriculture Policy, P-3 and Agriculture Recommendations, R-1).

The DPC acknowledges the efforts to promote a branding concept within the Delta as a way to accomplish the goals and recommendations calling for recognition of the cultural, agricultural, habitat, and recreational values of the Delta, consistent with the Plan. Such efforts underway include proposals for signage to promote a common Delta theme, complimented by the creation of visitor center facilities, which would bring attention to the Delta as a community and regional asset.

The DPC is supportive of such efforts and encourages local and regional participation and funding support to transform these visions into reality for the benefit of those that live, work, and play in the Delta.

Sincerely,

Linda Fiack  
Executive Director

cc: Delta Protection Commission